

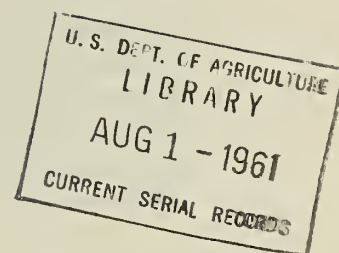
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CONSUMER PURCHASES OF



# CITRUS AND OTHER JUICES

APRIL 1961

CPFJ-116

U. S. DEPARTMENT OF AGRICULTURE  
ECONOMIC RESEARCH SERVICE  
IN COOPERATION WITH  
THE FLORIDA CITRUS COMMISSION

## PREFACE

This report presents estimated household consumer purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, canned grapefruit sections, and canned fruit drinks. Beginning with January 1961, the data represent projections to national totals based on reported purchases and related information from a representative national sample of approximately 10,000 household consumers. This is an expansion of the sample of about 6,000 households that was used from 1954 through 1960.

A committee of the Florida Citrus Industry working with representatives of the U. S. Department of Agriculture and the Market Research Corporation of America has reviewed the accuracy of the data presented in this series of reports. Based on experience and comparison with canners' reports, Bureau of Census stock reports, and estimates of use other than by householders, the committee agreed that projection of purchases by the Market Research Corporation of America consumer panel to a national total basis results in some overestimate of purchases of frozen concentrated orange juice. However, the data are considered reliable indicators of both trends and relative changes in household purchases from one period to another.

The cost of obtaining the consumer purchase data has been defrayed by the Florida Citrus Commission, with some help from the California Prune Advisory Board since October 1959. Prior to that time the Department cooperated with fruit industry groups in paying those costs. The Department, however, continues to analyze the data and publish reports as it has done since 1950.

All data in the report are based on 4-week periods (28 days) to facilitate comparisons.

June 1961

Based on data collected for the Florida Citrus Commission by the  
Market Research Corporation of America



Growth Through Agricultural Progress

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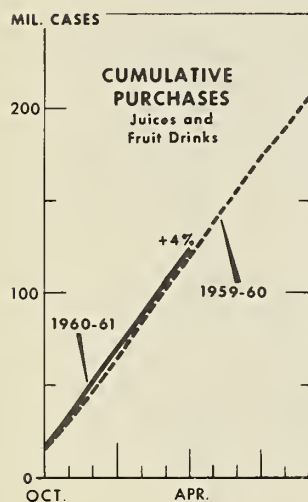
# CONSUMER PURCHASES OF CITRUS AND OTHER JUICES APRIL 1961

By Clive E. Johnson  
Marketing Economics Division  
Economic Research Service

The data in this report represent estimated total purchases by household consumers in the 48 contiguous States. They do not include purchases by hotels, restaurants, hospitals, or other institutional outlets. Data are for 4-week periods (28 days) to facilitate comparisons.

## SUMMARY

Household purchases of frozen concentrated juices, chilled orange juice, canned single-strength juices, and canned fruit drinks totaled about 18.6 million cases (ready-to-drink) in April 1961, 5 percent or 900,000 cases more than in the same month of 1960. The gain was accounted for by increases of 8 percent in purchases of single-strength juices (chilled and canned) and canned fruit drinks, with movement of frozen concentrates holding about the same.



In terms of products, purchases of chilled orange juice were up 18 percent from a year earlier to a new high. Frozen concentrated orange juice, up 3 percent, and canned orange drink, up 10 percent, were at record levels for the month of April. On the other hand, purchases of canned orange juice were off substantially, and total movement of the 4 reported orange products was about the same as in April 1960.

The retail price of canned grapefruit juice was down and purchases jumped to a 2-year high. Rather large gains were also reported for pineapple juice, miscellaneous canned juices, and miscellaneous canned fruit drinks. Tomato juice purchases increased moderately, but prune juice and pineapple-grapefruit drink held at year-earlier levels. Purchases of miscellaneous frozen concentrated juices were down about 14 percent. Canned grapefruit sections suffered a 6 percent setback in movement from April 1960.

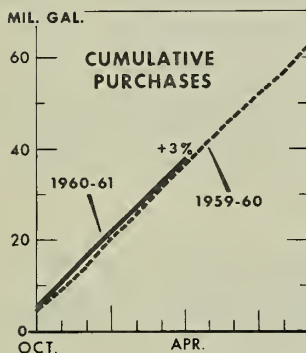
Cumulative purchases of reported products for the season beginning October 1960 were 4 percent or 4.7 million cases ahead of 1959-60, as shown by the chart at the left. Close to half the gain in volume was accounted for by increased purchases of canned fruit drinks, about a third by single-strength juices, and a fifth by frozen concentrated juices.

Production of frozen orange concentrate through April of the 1960-61 season was 11 percent ahead of the same period of 1959-60, and end-of-month inventories were moderately larger than a year earlier. Production of canned orange and canned grapefruit juices were below year-earlier output, and canners' inventories were smaller. In contrast, canned grapefruit sections were produced in greater quantity and stocks were moderately heavier.

Movement of oranges for fresh sales was below that of April 1960. Sales of grapefruit for fresh use, however, were greater.

#### FROZEN AND CHILLED JUICES

##### FROZEN ORANGE CONCENTRATE MAKES STRONG CONTRA-SEASONAL GAIN



The retail price of frozen concentrated orange juice fell from 22.1 cents per 6-ounce can in March to 21.4 cents in April and household purchases jumped 12 percent -- 580,000 gallons -- to a new April high of 5.5 million gallons. <sup>1/</sup> This reversed the year-long up-trend in prices (17.8 cents in April 1960) and the down-swing in purchases begun in November.

April purchases were up 3 percent from a year earlier, reflecting a gain of about 1 percentage point in the proportion of families buying. The average size of purchase at 7.5 cans per buying family held about the same.

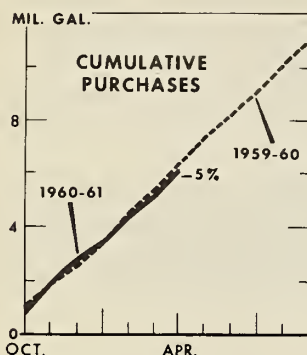
Consumer expenditures for frozen orange concentrate amounted to \$25.3 million in April -- 8 percent more than in March and 24 percent more than in April 1960.

Frozen orange concentrate accounted for 35.4 percent of the total retail movement of frozen concentrated juices, single-strength juices (chilled and canned), and canned fruit drinks. A year earlier frozen orange had a 36.1 percent share of market.

Purchases of the concentrate during the first quarter of the season beginning October 1960 were high, but movement in the second quarter was comparatively slow. As a result, the gain in cumulative purchases over 1959-60 was reduced to 3 percent at the end of April as shown by the chart in the margin. (See pages 12 and 24.)

<sup>1/</sup> Monthly and cumulative data in this report are for 28-day periods to facilitate comparisons.

## MISCELLANEOUS FROZEN CONCENTRATED JUICES STAY DOWN

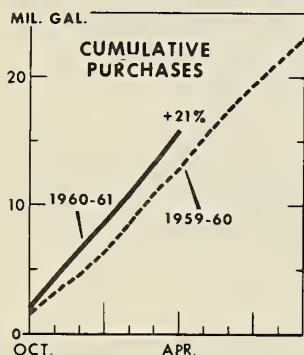


Retail movement of miscellaneous frozen concentrated juices, such as grapefruit or blends, was off 14 percent, or 130,000 gallons, from April 1960. Purchases for the season were 5 percent below the same months of 1959-60.

The decline in volume of purchases of these products differed but little from the increase in frozen orange concentrate. Consequently, purchases of all frozen concentrated juices totaled about the same as in April 1960.

On the average, a 6-ounce can of these products cost consumers 19.1 cents, or 0.6 cent more than paid a year earlier.

## CHILLED ORANGE JUICE AGAIN UP TO NEW HIGHS

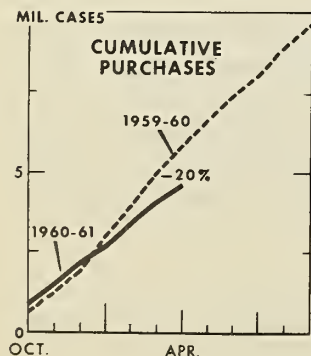


April purchases of chilled orange juice were up 18 percent -- 380,000 gallons -- from a year earlier. The purchase volume, together with the 5.4 percent of families buying, were both new highs in this 6-year series. With greater movement, the share of market increased from 3.5 percent in April 1960 to 3.9 percent in the same month of 1961.

Retail prices, which held at the March level of 40.6 cents per quart, were 3.1 cents higher than in April 1960. The average buying family spent \$1.40 for chilled orange juice, compared with \$1.61 for frozen orange concentrate. Total expenditures for chilled orange juice amounted to \$4.0 million, 29 percent more than in April 1960. (See page 13.)

## CANNED SINGLE-STRENGTH JUICES

### CANNED ORANGE JUICE DOWN SUBSTANTIALLY

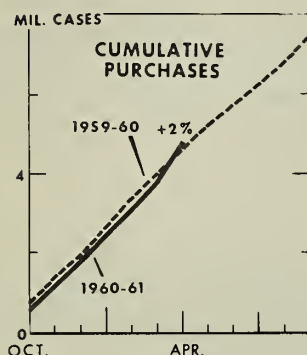


Retail movement of canned orange juice was down 28 percent -- 230,000 cases -- from April 1960. This was the only individual juice or drink purchased in smaller volume than a year earlier, and the share of market shrank from 4.7 percent to 3.2 percent. Purchases for the season have averaged about 660,000 cases per month, 20 percent less than in the same period of 1959-60.

The decline in movement from a year earlier reflected a drop of 1.4 percentage points in the proportion of families buying, together with a 12-percent decrease in the average size of purchase.

Output of canned orange juice is low in 1960-61, in contrast to the increase in production of frozen orange concentrate. Retail prices averaged 43.2 cents per 46-ounce can in April, 5 cents more than a year earlier, and 9 cents more than the 1954-58 April average. (See page 14.)

#### GRAPEFRUIT JUICE RISES TO TWO-YEAR HIGH

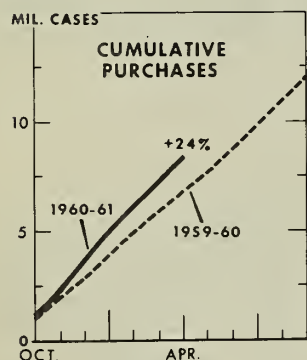


The retail price of canned grapefruit juice dropped 2.3 cents from March to a three-year low of 27.9 cents per 46-ounce can. Concurrently, there were sharp increases in the proportion of families buying and size of purchase, and retail movement jumped 18 percent over March and 45 percent over a year earlier to reach a two-year high of 871,000 cases. The March-April drop in prices and increase in purchases were considerably greater than the usual change.

With the increase in buying, the share of market rose to 4.7 percent compared with 3.4 percent in April 1960. The heavy April movement brought purchases for the season, for the first time, to a little above the 1959-60 level. (See page 15.)

Production of canned grapefruit juice in the 1960-61 season is far behind the corresponding period of 1959-60. Cannery end-of-month inventories are also substantially smaller.

#### PINEAPPLE JUICE HOLDS WELL ABOVE YEAR-EARLIER LEVELS

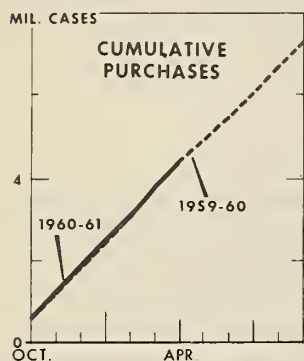


Nearly 10 percent of the Nation's families bought pineapple juice in April, a gain of more than 1 percentage point over the proportion buying a year earlier. The average size of purchase, at 2 cans per buying-family, was somewhat larger. As a result, total purchases were up 19 percent -- 180,000 cases -- to a three-year high for the month, and the share of market increased from 5.3 to 6 percent.

Cumulative purchases for the season were 24 percent greater than in the corresponding 7 months of 1959-60. This represented a substantially greater gain in volume of purchases than made by other juices.

Retail prices of pineapple juice have crept up to 29.2 cents per 46-ounce can from an October low of 27.6 cents. April 1960 prices averaged 31.1 cents. (See page 16.)

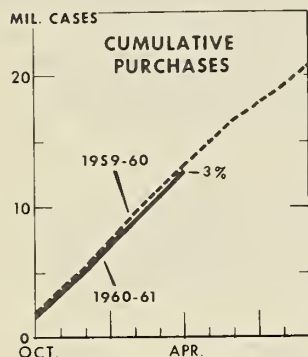
## PRUNE JUICE CONTINUES TO PARALLEL YEAR-EARLIER LEVELS



The picture for prune juice in April 1961 was about the same as that of a year earlier. Purchases of 584,000 cases for the month and of 4.4 million cases for the season were as in April 1960. The share of market for prune juice was down a little to 3.1 percent. On the average, a quart bottle of prune juice cost consumers 44.1 cents in April, 0.2 cent more than a year earlier.

The proportion of families buying at 6.4 percent was smaller than a year earlier, but that loss was offset by an increase in the size of purchase to 2.3 quarts per buying family. (See page 17.)

## TOMATO JUICE UP MODERATELY

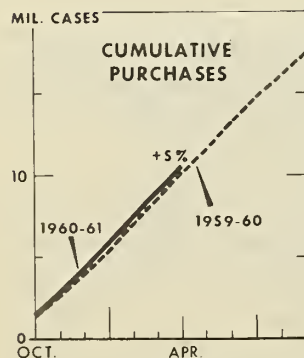


Tomato juice purchases were up 6 percent -- 110,000 cases -- from April 1960. This was the first time that movement in the current season exceeded year-earlier levels. The gain was associated with an increase in the size of purchase to 2 cans per buying family, with the proportion of families buying holding at 16.5 percent.

Tomato juice accounted for 10 percent of total purchases of juices and fruit drinks, about the same proportion as in the preceding April. The share of market, exceeded only by frozen orange concentrate, was nearly equal to the combined shares of chilled orange juice, canned orange juice, and canned orange drink.

April prices of tomato juice edged up to 28.7 cents per 46-ounce can, 1.1 cents higher than a year earlier. (See page 18.)

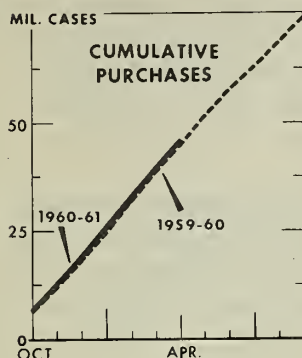
## HEAVY MOVEMENT OF MISCELLANEOUS CANNED JUICES



The average 46-ounce can of miscellaneous canned juices cost consumers 36.6 cents in April, 1.3 cents less than in the preceding month, and 0.8 cent less than a year earlier. The proportion of families buying and the size of purchase increased concurrently and total purchases rose 10 percent or 160,000 cases over April 1960 to the highest level for several years.

The share of market for these products increased from 8.6 percent in April 1960 to 9 percent in April 1961. (See table 12, page 22.)

## SINGLE-STRENGTH JUICES GAIN 8 PERCENT IN TOTAL

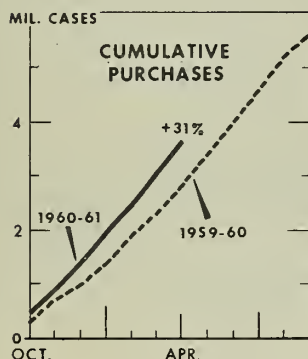


With only canned orange juice bought in smaller volume, total purchases of canned single-strength juices for home consumption in April were up 8 percent -- 500,000 cases -- from a year earlier. The canned juice share of the consumer market for concentrated and single-strength juices, and canned fruit drinks increased from 35.1 to 36 percent. In comparison, the share for frozen concentrates decreased from 42.4 to 40.6 percent.

About 44 percent of the Nation's families bought one or more single-strength juices during April. Purchases averaged 2.7 cans (46-ounce) per buying family. Comparable data are not available for a year earlier. (See table 14, page 23.)

## CANNED SINGLE-STRENGTH FRUIT DRINKS

### ORANGE DRINK PRICES AND PURCHASES RISE TO NEW HIGHS

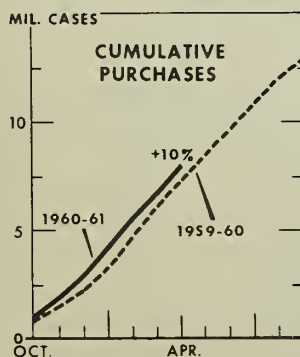


The uptrend in retail prices of canned orange drink continued in April with prices up 1 cent from March, and 3.4 cents from a year earlier, to a new peak of 33.2 cents per 46-ounce can. The purchase volume, while up only a little from March in contrast to the usual sharp gain, was up 10 percent from a year earlier, and was the heaviest April movement yet reported in this 6-year series. The share of market increased to 3.1 percent.

Cumulative purchases for the season were 31 percent ahead of 1959-60, the largest relative gain made by any product.

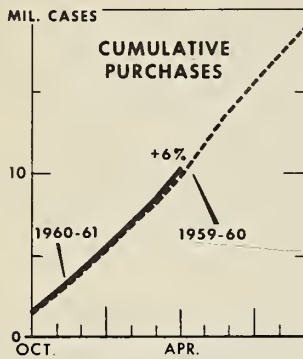
The gain in purchases over a year earlier was associated with the proportion of families buying rising from 3.7 to 4 percent. Buying-family purchases at 2.5 cans were also a little larger. (See page 19.)

### PINEAPPLE-GRAPEFRUIT DRINK STEADY



In contrast to the increased movement and price rises for canned orange drink, purchases of pineapple-grapefruit drink were the same as in the preceding month or a year earlier, and the share of market fell to 6.6 percent. Prices held at the March level of 27.7 cents per 46-ounce can, down 0.4 cent from April 1960. Purchases averaged 2.6 cans among the 8.5 percent of families buying. Retail movement has been comparatively slow for several months, and the cumulative gain over 1959-60 has narrowed considerably. (See page 20.)

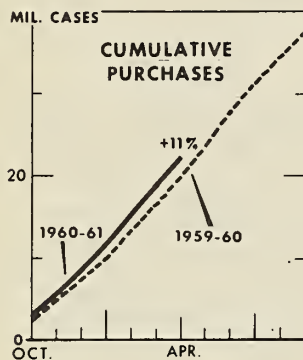
## MISCELLANEOUS FRUIT DRINKS UP 14 PERCENT



April purchases of miscellaneous fruit drinks increased 14 percent or 230,000 cases over the same month of 1960, and the share of market rose from 9 to 9.8 percent. Buying has been above year-earlier levels throughout the season, and cumulative purchases are 6 percent ahead of the same period of 1959-60.

The gain in purchases over April 1960 reflected more families buying as well as a larger purchase per family. An average 46-ounce can of these products cost 34.3 cents at retail, 0.7 cent less than a year earlier. (See table 13, page 22.)

## CANNED FRUIT DRINKS GAIN 8 PERCENT IN TOTAL



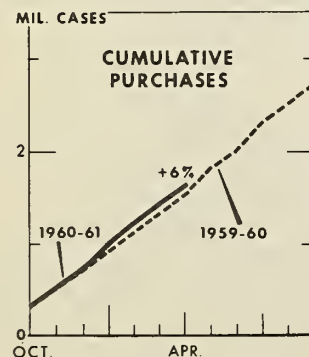
Total retail movement of canned fruit drinks exceeded the April 1960 movement by 8 percent or 270,000 cases. This was about the same relative gain as made by the canned single-strength juices.

Cumulative purchases for the season beginning October 1960 were up 11 percent from the same period of 1959-60. The gain in volume was about equal to the combined gains of frozen concentrated and canned single-strength juices.

Canned fruit drinks accounted for 19.5 percent of total consumer purchases of juices and fruit drinks in April, compared with 19 percent a year earlier. Consumption amounted to 3 cans per buying family with 21 percent of families buying. Comparable data are not available for a year earlier. (See table 14, page 23.)

## CANNED FRUIT

### GRAPEFRUIT SECTIONS OFF MODERATELY



Purchases of canned grapefruit sections were down about 6 percent, or 14,000 cases from the same month of 1960. The smaller volume reflected a decrease in the proportion of families buying from 3.9 to 3.4 percent, with part of that loss offset by a larger purchase per buying family.

Prices paid averaged 21.1 cents per No. 303 can. Year-earlier prices averaged 20.5 cents. (See page 21.)

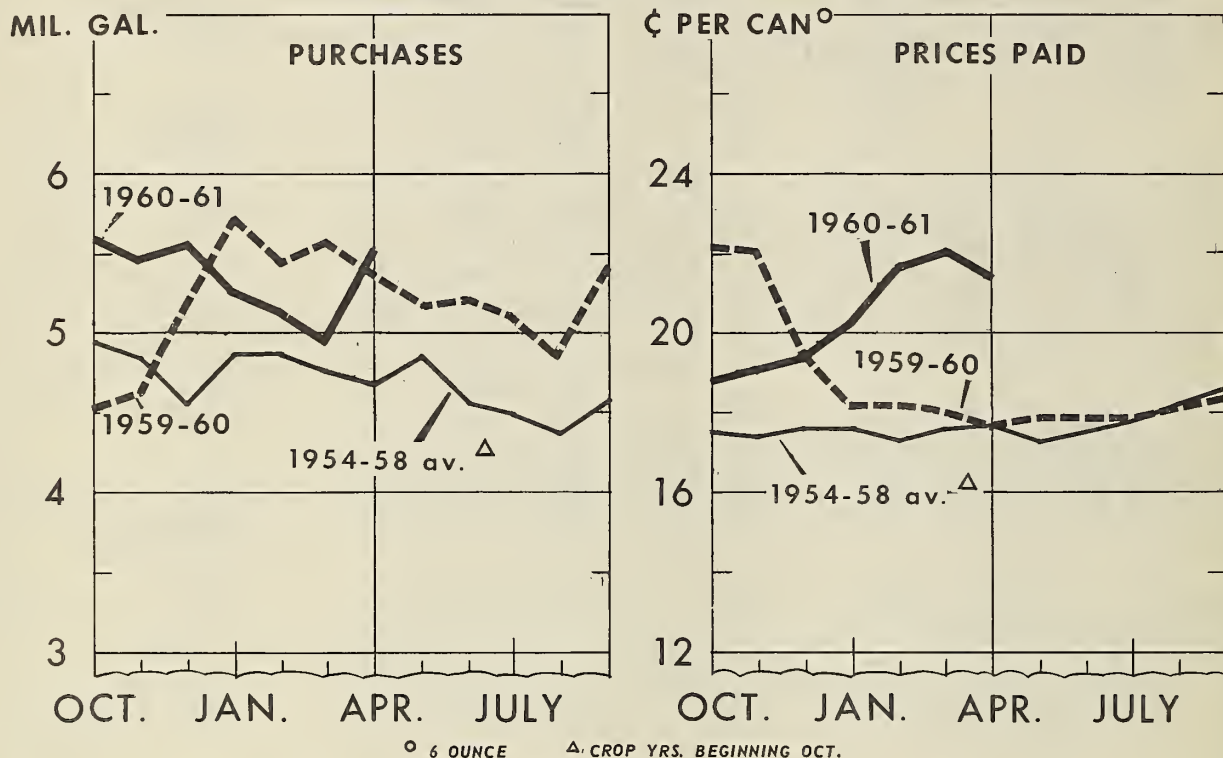
Table 1. SUMMARY: Consumer purchases, percentage of families buying, purchases per buying family, and average prices paid for selected citrus juices and other products, April 1961 and 1960 <sup>1/</sup>

| Commodity                            | Total purchases |              |                  | Proportion of families buying |              | Purchases per buying family |                          |                    |        |              | Average price paid per actual unit |       |
|--------------------------------------|-----------------|--------------|------------------|-------------------------------|--------------|-----------------------------|--------------------------|--------------------|--------|--------------|------------------------------------|-------|
|                                      |                 |              |                  |                               |              |                             |                          |                    |        |              |                                    |       |
|                                      | April : 1961    | April : 1960 | Change : 1961-60 | April : 1961                  | April : 1960 | Number                      | Average size of purchase | Quantity per month | Unit   | April : 1961 | April : 1960                       | Cents |
| FROZEN CONCENTRATED JUICES:          | 1,000           | 1,000        |                  | Percent                       | Percent      | Number                      | Ounces                   | Ounces             | Ounces | Ounces       |                                    | Cents |
| Orange                               | 5,547           | 5,385        | +3               | 29.5                          | 28.3         | 2.1                         | 2.0                      | 21.3               | 22.7   | 45           | 45                                 | 17.8  |
| Miscellaneous                        | 815             | 942          | -14              | ---                           | ---          | ---                         | ---                      | ---                | ---    | ---          | ---                                | 18.5  |
| Total                                | 6,362           | 6,327        | +1               | ---                           | ---          | ---                         | ---                      | ---                | ---    | ---          | ---                                | ---   |
| CHILLED ORANGE JUICE                 | 2,475           | 2,099        | +18              | 5.4                           | 4.4          | 2.7                         | 2.9                      | 39.8               | 39.1   | 110          | 113                                | 37.5  |
| CANNED SINGLE-STRENGTH JUICES:       | 1,000           | 1,000        |                  | cases 2/                      | cases 2/     |                             |                          |                    |        |              |                                    |       |
| Orange                               | 600             | 831          | -28              | 5.6                           | 7.0          | 1.6                         | 1.7                      | 51.1               | 57.5   | 86           | 98                                 | 38.2  |
| Grapefruit                           | 871             | 597          | +46              | 6.3                           | 5.6          | 1.5                         | 1.4                      | 74.0               | 61.0   | 112          | 85                                 | 31.5  |
| Pineapple                            | 1,112           | 933          | +19              | 9.8                           | 8.7          | 1.4                         | 1.4                      | 63.5               | 64.3   | 92           | 90                                 | 31.1  |
| Prune                                | 584             | 583          | 0                | 6.4                           | 7.0          | 1.8                         | 1.8                      | 41.0               | 37.6   | 74           | 68                                 | 43.9  |
| Tomato                               | 1,855           | 1,741        | +7               | 16.5                          | 16.5         | 1.6                         | 1.5                      | 59.0               | 58.6   | 91           | 88                                 | 27.6  |
| Miscellaneous                        | 1,669           | 1,513        | +10              | 19.1                          | 18.7         | 1.8                         | 1.7                      | 39.3               | 40.0   | 71           | 68                                 | 37.4  |
| Total                                | 6,691           | 6,198        | +8               | 44.0                          | ---          | 2.4                         | ---                      | 51.6               | ---    | 123          | ---                                | ---   |
| CANNED SINGLE-STRENGTH FRUIT DRINKS: |                 |              |                  |                               |              |                             |                          |                    |        |              |                                    |       |
| Orange                               | 574             | 524          | +10              | 4.0                           | 3.7          | 1.5                         | 1.4                      | 74.3               | 82.3   | 117          | 115                                | 29.8  |
| Pineapple-grapefruit                 | 1,226           | 1,235        | -1               | 8.5                           | 8.8          | 1.5                         | 1.4                      | 80.5               | 82.0   | 118          | 115                                | 28.1  |
| Miscellaneous fruit                  | 1,819           | 1,589        | +14              | 12.7                          | 12.0         | 1.8                         | 1.7                      | 64.9               | 65.3   | 117          | 111                                | 35.0  |
| Total                                | 3,619           | 3,348        | +8               | 21.0                          | ---          | 2.0                         | ---                      | 71.1               | ---    | 140          | ---                                | ---   |
| CANNED GRAPEFRUIT SECTIONS           | 206             | 220          | -6               | 3.4                           | 3.9          | 1.5                         | 1.4                      | 36.7               | 36.8   | 55           | 52                                 | 20.5  |

<sup>1/</sup> Monthly data are for 4-week (28-day) periods to facilitate comparisons. <sup>2/</sup> Equivalent cases 24 No. 2 cans...432 ounces per case, except 480 ounces for grapefruit sections.

# FROZEN CONCENTRATED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 1

ECONOMIC RESEARCH SERVICE

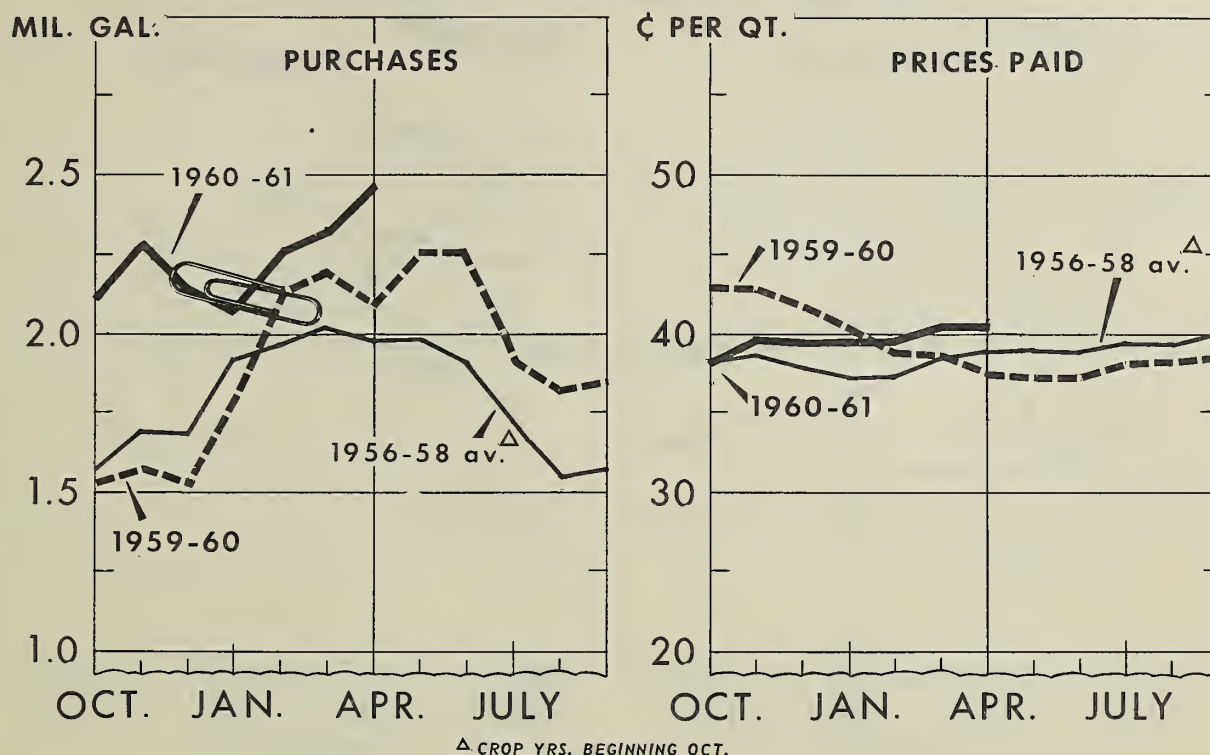
Table 2.--FROZEN CONCENTRATED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per 6-ounce can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1954-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                   | 1959-1960 | Average 1954-58 |
|           | gals.           | gals.     | gals.           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                       | Cents     | Cents           |
| Oct.      | 5,616           | 4,560     | 4,957           | 29.1                          | 26.9      | 46                         | 41        | 18.8                        | 22.2      | 17.5            |
| Nov.      | 5,458           | 4,634     | 4,856           | 30.1                          | 26.7      | 46                         | 43        | 19.1                        | 22.1      | 17.4            |
| Dec.      | 5,552           | 5,138     | 4,563           | 30.1                          | 27.9      | 45                         | 45        | 19.4                        | 19.4      | 17.6            |
| Oct.-Dec. | 16,626          | 14,332    | 14,376          |                               |           |                            |           |                             |           |                 |
| Jan.      | 5,257           | 5,730     | 4,871           | 30.2                          | 30.3      | 41                         | 45        | 20.3                        | 18.2      | 17.6            |
| Feb.      | 5,149           | 5,444     | 4,879           | 28.5                          | 28.1      | 43                         | 48        | 21.7                        | 18.2      | 17.3            |
| Mar.      | 4,966           | 5,579     | 4,771           | 28.1                          | 27.8      | 43                         | 50        | 22.1                        | 18.1      | 17.6            |
| Oct.-Mar. | 31,998          | 31,085    | 28,897          |                               |           |                            |           |                             |           |                 |
| Apr.      | 5,547           | 5,385     | 4,692           | 29.5                          | 28.3      | 45                         | 45        | 21.4                        | 17.8      | 17.7            |
| May       |                 | 5,213     | 4,874           |                               | 27.7      |                            | 46        |                             | 18.0      | 17.3            |
| Jun.      |                 | 5,232     | 4,566           |                               | 28.3      |                            | 44        |                             | 17.9      | 17.5            |
| Oct.-Jun. |                 | 46,915    | 43,029          |                               |           |                            |           |                             |           |                 |
| Jul.      |                 | 5,081     | 4,497           |                               | 27.2      |                            | 45        |                             | 17.9      | 17.8            |
| Aug.      |                 | 4,879     | 4,386           |                               | 27.5      |                            | 43        |                             | 18.1      | 18.3            |
| Sep.      |                 | 5,433     | 4,592           |                               | 29.3      |                            | 44        |                             | 18.3      | 18.6            |
| Season    |                 | 62,308    | 56,504          |                               |           |                            |           |                             | 18.8      | 17.7            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

# CHILLED ORANGE JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 2

ECONOMIC RESEARCH SERVICE

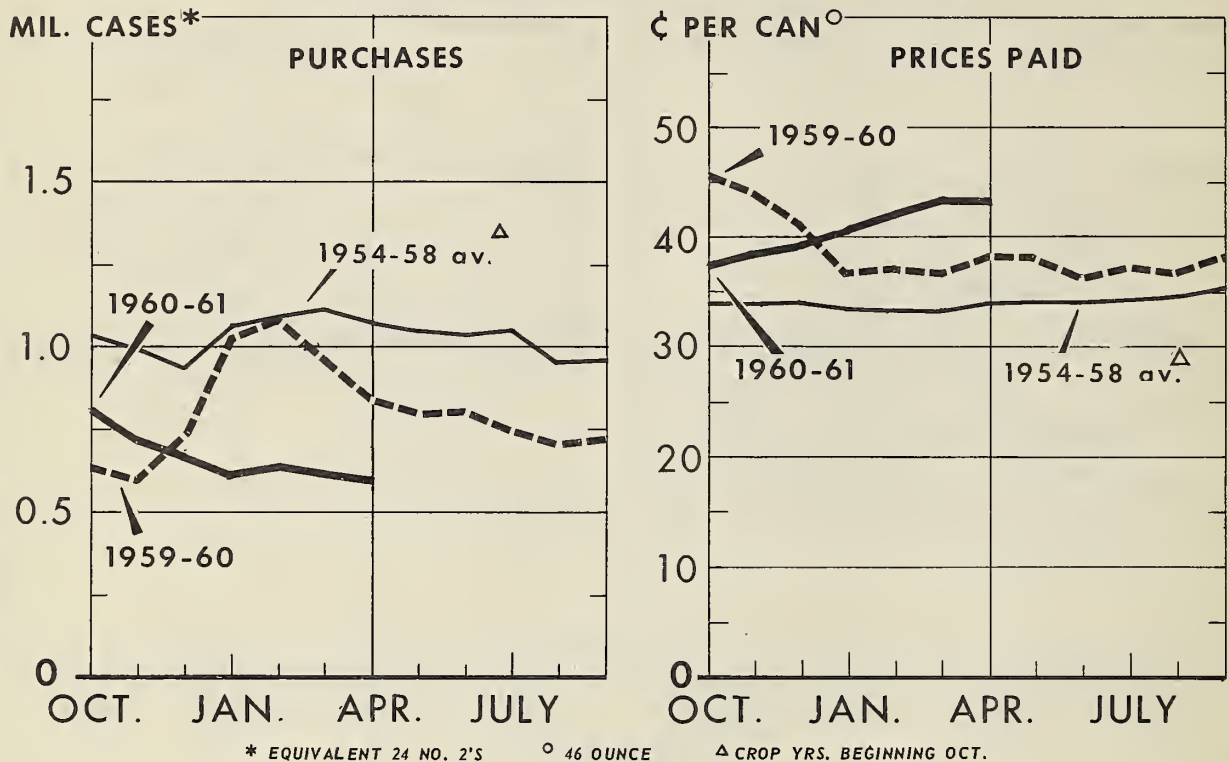
Table 3.-- CHILLED ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid. October 1959 to date, with comparisons

| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per quart |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1956-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961             | 1959-1960 | Average 1956-58 |
|           | gals.           | gals.     | gals.           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                 | Cents     | Cents           |
| Oct.      | 2,112           | 1,539     | 1,574           | 4.7                           | 3.7       | 109                        | 103       | 38.2                  | 42.7      | 38.5            |
| Nov.      | 2,282           | 1,573     | 1,692           | 4.9                           | 3.4       | 110                        | 116       | 39.7                  | 42.6      | 38.7            |
| Dec.      | 2,122           | 1,532     | 1,690           | 4.6                           | 3.5       | 112                        | 110       | 39.4                  | 41.7      | 38.0            |
| Oct.-Dec. | 6,516           | 4,644     | 4,956           |                               |           |                            |           |                       |           |                 |
| Jan.      | 2,070           | 1,798     | 1,932           | 4.7                           | 4.1       | 104                        | 110       | 39.6                  | 40.2      | 37.3            |
| Feb.      | 2,288           | 2,153     | 1,979           | 5.0                           | 5.1       | 108                        | 103       | 39.6                  | 38.8      | 37.6            |
| Mar.      | 2,332           | 2,220     | 2,021           | 4.9                           | 4.7       | 114                        | 116       | 40.6                  | 38.7      | 38.6            |
| Oct.-Mar. | 13,206          | 10,815    | 10,888          |                               |           |                            |           |                       |           |                 |
| Apr.      | 2,475           | 2,099     | 1,982           | 5.4                           | 4.4       | 110                        | 113       | 40.6                  | 37.5      | 38.9            |
| May       |                 | 2,277     | 1,987           |                               | 4.7       |                            | 117       |                       | 37.3      | 39.2            |
| Jun.      |                 | 2,271     | 1,923           |                               | 5.0       |                            | 108       |                       | 37.3      | 39.0            |
| Oct.-Jun. |                 | 17,462    | 16,780          |                               |           |                            |           |                       |           |                 |
| Jul.      |                 | 1,911     | 1,734           |                               | 4.4       |                            | 107       |                       | 38.0      | 39.5            |
| Aug.      |                 | 1,829     | 1,558           |                               | 4.2       |                            | 107       |                       | 38.2      | 39.5            |
| Sep.      |                 | 1,846     | 1,576           |                               | 4.2       |                            | 109       |                       | 38.4      | 40.1            |
| Season    |                 | 23,048    | 21,648          |                               |           |                            |           |                       | 39.1      | 38.7            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

# SINGLE-STRENGTH ORANGE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 3

ECONOMIC RESEARCH SERVICE

Table 4.--SINGLE-STRENGTH ORANGE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

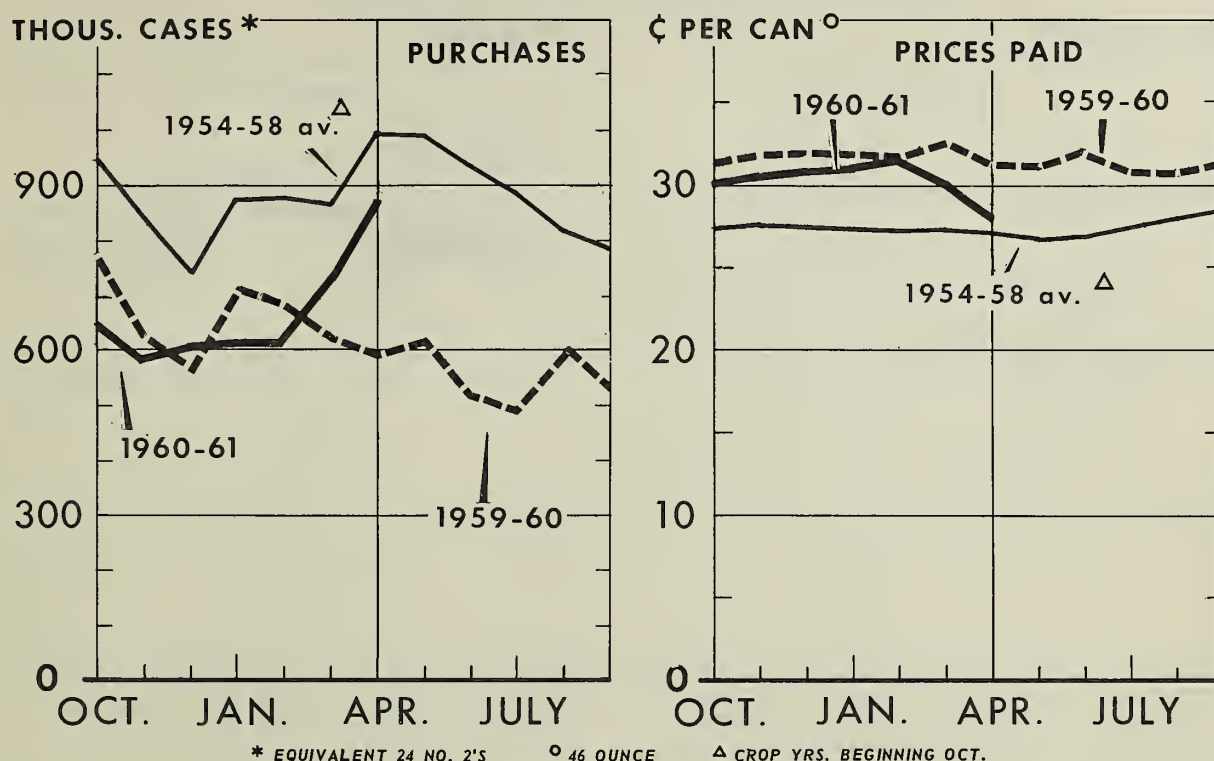
| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1954-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1954-58 |
|           | cases           | cases     | cases           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 811             | 626       | 1,039           | 7.3                           | 6.1       | 92                         | 86        | 37.5                         | 45.5      | 34.0            |
| Nov.      | 714             | 594       | 998             | 6.5                           | 5.9       | 88                         | 86        | 38.8                         | 43.9      | 34.0            |
| Dec.      | 667             | 726       | 940             | 6.2                           | 6.8       | 90                         | 86        | 39.2                         | 40.7      | 34.1            |
| Oct.-Dec. | 2,192           | 1,946     | 2,977           |                               |           |                            |           |                              |           |                 |
| Jan.      | 607             | 1,021     | 1,062           | 5.8                           | 8.4       | 86                         | 102       | 40.8                         | 36.7      | 33.6            |
| Feb.      | 645             | 1,066     | 1,094           | 5.9                           | 9.9       | 89                         | 89        | 42.0                         | 37.0      | 33.6            |
| Mar.      | 621             | 964       | 1,123           | 5.8                           | 7.9       | 84                         | 101       | 43.5                         | 36.7      | 33.6            |
| Oct.-Mar. | 4,065           | 4,997     | 6,256           |                               |           |                            |           |                              |           |                 |
| Apr.      | 600             | 831       | 1,067           | 5.6                           | 7.0       | 86                         | 98        | 43.2                         | 38.2      | 34.0            |
| May       |                 | 782       | 1,044           |                               | 6.8       |                            | 96        |                              | 38.0      | 34.1            |
| Jun.      |                 | 801       | 1,037           |                               | 6.8       |                            | 95        |                              | 36.8      | 34.1            |
| Oct.-Jun. |                 | 7,411     | 9,404           |                               |           |                            |           |                              |           |                 |
| Jul.      |                 | 733       | 1,046           |                               | 6.4       |                            | 94        |                              | 37.2      | 34.4            |
| Aug.      |                 | 709       | 950             |                               | 6.8       |                            | 87        |                              | 36.9      | 34.8            |
| Sep.      |                 | 716       | 952             |                               | 6.7       |                            | 89        |                              | 38.0      | 35.5            |
| Season    |                 | 9,569     | 12,352          |                               |           |                            |           |                              | 38.5      | 34.1            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH GRAPEFRUIT JUICE

## Consumer Purchases and Prices Paid



U. S. DEPARTMENT OF AGRICULTURE

Figure 4

ECONOMIC RESEARCH SERVICE

Table 5.--SINGLE-STRENGTH GRAPEFRUIT JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

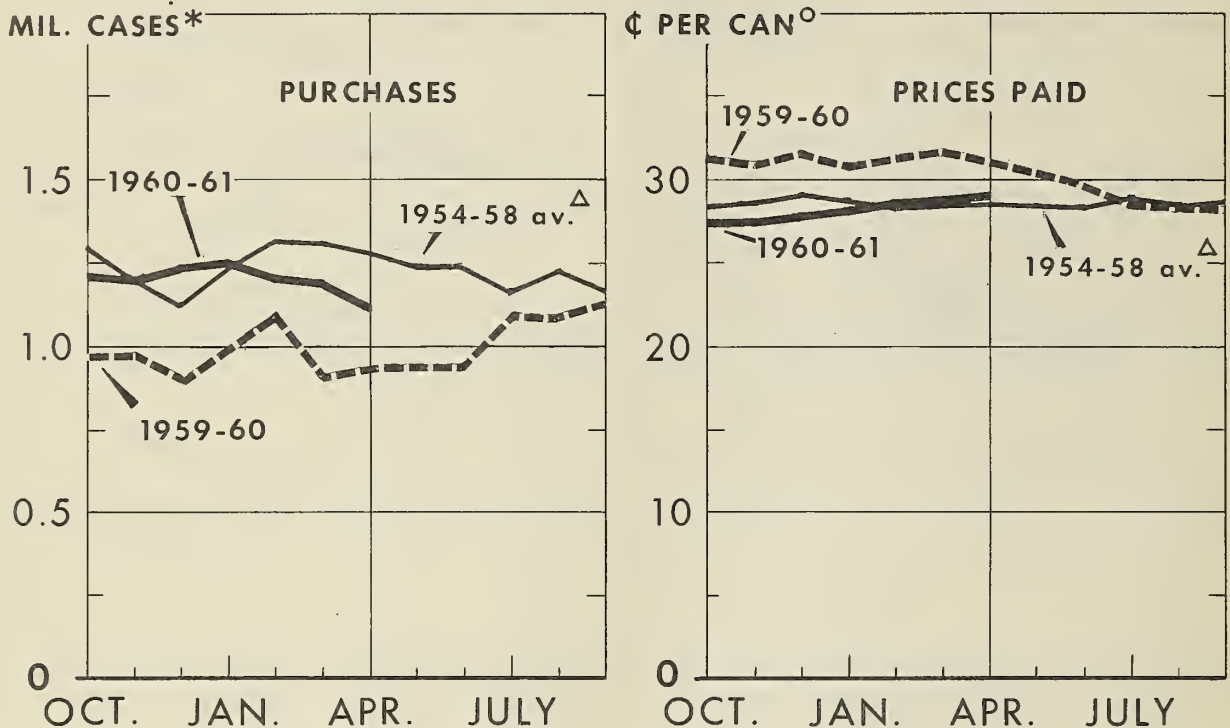
| Period 1/ | Total purchases 2/ |           |                 | Proportion of families buying 2/ |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|--------------------|-----------|-----------------|----------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961          | 1959-1960 | Average 1954-58 | 1960-1961                        | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1954-58 |
|           | cases              | cases     | cases           | Percent                          | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 648                | 773       | 942             | 5.5                              | 6.5       | 97                         | 102       | 30.1                         | 31.2      | 27.4            |
| Nov.      | 583                | 628       | 841             | 5.0                              | 5.9       | 94                         | 87        | 30.5                         | 31.8      | 27.8            |
| Dec.      | 606                | 570       | 744             | 5.0                              | 5.5       | 102                        | 88        | 31.0                         | 31.9      | 27.6            |
| Oct.-Dec. | 1,837              | 1,971     | 2,527           |                                  |           |                            |           |                              |           |                 |
| Jan.      | 614                | 711       | 878             | 5.4                              | 6.5       | 89                         | 91        | 31.1                         | 31.9      | 27.4            |
| Feb.      | 619                | 686       | 879             | 5.2                              | 6.0       | 96                         | 96        | 31.6                         | 31.7      | 27.4            |
| Mar.      | 736                | 624       | 867             | 5.4                              | 5.8       | 110                        | 85        | 30.2                         | 32.7      | 27.4            |
| Oct.-Mar. | 3,806              | 3,992     | 5,151           |                                  |           |                            |           |                              |           |                 |
| Apr.      | 871                | 597       | 993             | 6.3                              | 5.6       | 112                        | 85        | 27.9                         | 31.5      | 27.1            |
| May       |                    | 618       | 989             |                                  | 5.3       |                            | 100       |                              | 31.3      | 26.8            |
| Jun.      |                    | 520       | 930             |                                  | 4.8       |                            | 91        |                              | 32.1      | 26.9            |
| Oct.-Jun. |                    | 5,727     | 8,063           |                                  |           |                            |           |                              |           |                 |
| Jul.      |                    | 493       | 888             |                                  | 4.5       |                            | 87        |                              | 31.0      | 27.5            |
| Aug.      |                    | 600       | 819             |                                  | 5.0       |                            | 100       |                              | 30.9      | 27.9            |
| Sep.      |                    | 537       | 787             |                                  | 4.8       |                            | 91        |                              | 31.3      | 28.5            |
| Season    |                    | 7,357     | 10,557          |                                  |           |                            |           |                              | 31.6      | 27.4            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 6 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH PINEAPPLE JUICE

## Consumer Purchases and Prices Paid



\* EQUIVALENT 24 NO. 2's

<sup>o</sup> 46 OUNCE.

Δ CROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 5

ECONOMIC RESEARCH SERVICE

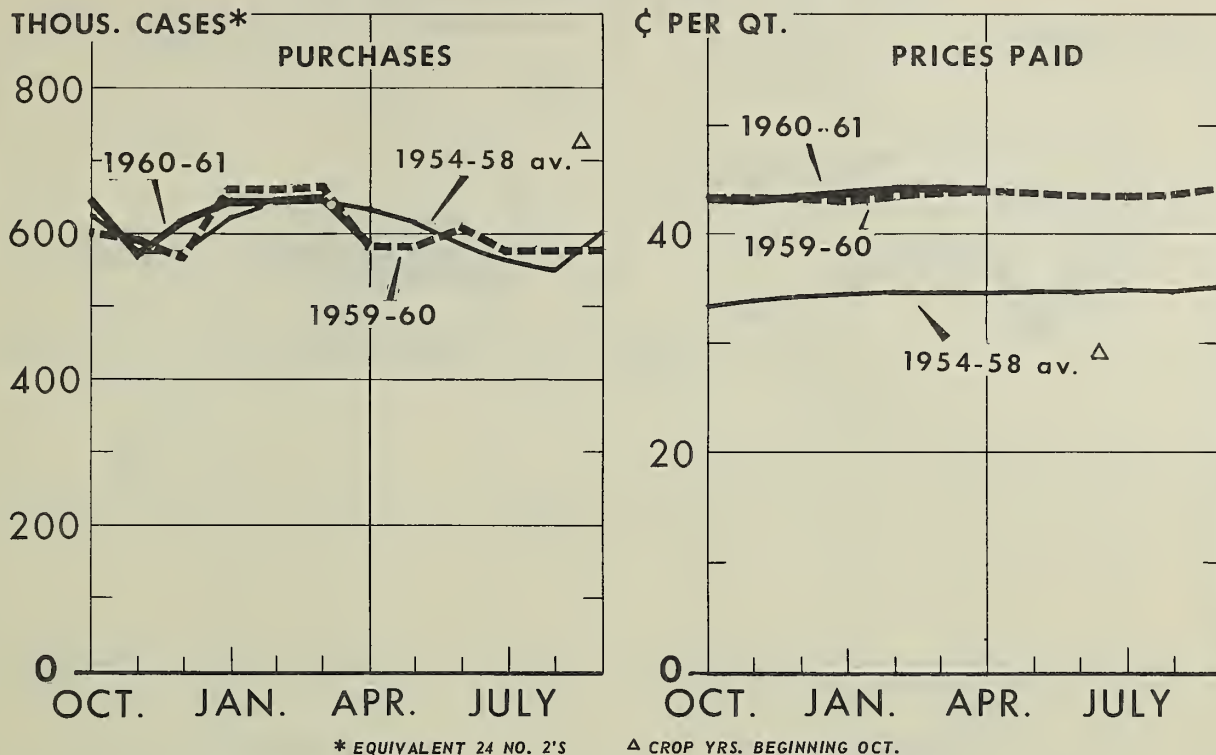
Table 6.--PINEAPPLE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1954-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1954-58 |
|           | cases           | cases     | cases           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 1,214           | 975       | 1,301           | 9.6                           | 9.2       | 102                        | 88        | 27.6                         | 31.4      | 28.7            |
| Nov.      | 1,208           | 977       | 1,199           | 9.3                           | 9.1       | 103                        | 89        | 27.7                         | 31.0      | 28.9            |
| Dec.      | 1,232           | 907       | 1,128           | 9.6                           | 8.8       | 106                        | 86        | 28.0                         | 31.7      | 29.2            |
| Oct.-Dec. | 3,654           | 2,859     | 3,628           |                               |           |                            |           |                              |           |                 |
| Jan.      | 1,255           | 986       | 1,235           | 10.7                          | 9.9       | 99                         | 84        | 28.3                         | 31.1      | 29.0            |
| Feb.      | 1,204           | 1,099     | 1,321           | 10.1                          | 10.5      | 95                         | 87        | 28.7                         | 31.5      | 28.5            |
| Mar.      | 1,188           | 915       | 1,315           | 10.0                          | 8.6       | 98                         | 90        | 29.0                         | 31.8      | 28.6            |
| Oct.-Mar. | 7,301           | 5,859     | 7,499           |                               |           |                            |           |                              |           |                 |
| Apr.      | 1,112           | 933       | 1,281           | 9.8                           | 8.7       | 92                         | 90        | 29.2                         | 31.1      | 28.7            |
| May       |                 | 940       | 1,246           |                               | 8.5       |                            | 93        |                              | 30.7      | 28.7            |
| Jun.      |                 | 950       | 1,246           |                               | 8.7       |                            | 91        |                              | 30.2      | 28.6            |
| Oct.-Jun. |                 | 8,682     | 11,272          |                               |           |                            |           |                              |           |                 |
| Jul.      |                 | 1,107     | 1,167           |                               | 9.1       |                            | 101       |                              | 28.7      | 29.1            |
| Aug.      |                 | 1,090     | 1,221           |                               | 8.8       |                            | 99        |                              | 28.8      | 28.8            |
| Sep.      |                 | 1,113     | 1,169           |                               | 9.6       |                            | 96        |                              | 28.3      | 28.9            |
| Season    |                 | 11,992    | 14,829          |                               |           |                            |           |                              | 30.5      | 28.8            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.  
Equivalent cases 24 No. 2 cans...432 ounces per case.

# PRUNE JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 6

ECONOMIC RESEARCH SERVICE

Table 7.--PRUNE JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

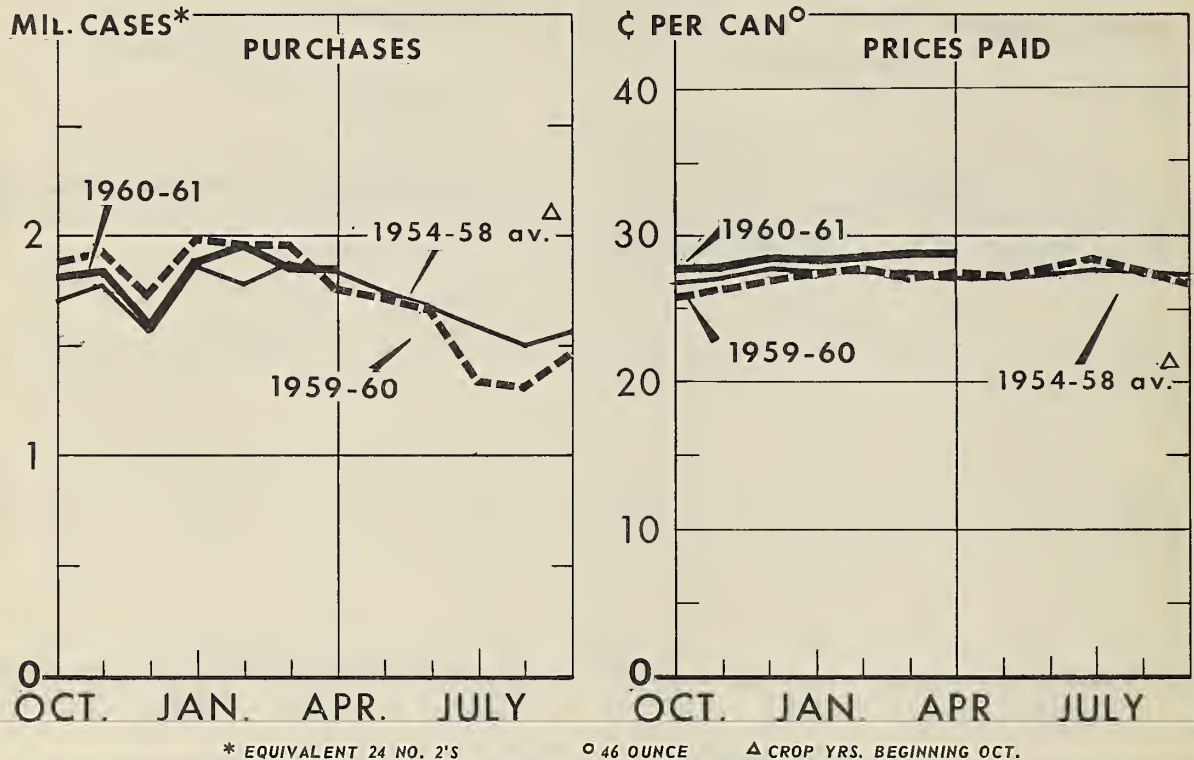
| Period 1/ | Total purchases 2/ |             |                 | Proportion of families buying 2/ |           | Purchase per buying family |           | Prices paid per quart |           |                 |
|-----------|--------------------|-------------|-----------------|----------------------------------|-----------|----------------------------|-----------|-----------------------|-----------|-----------------|
|           | 1960-1961          | 1959-1960   | Average 1954-58 | 1960-1961                        | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961             | 1959-1960 | Average 1954-58 |
|           | 1,000 cases        | 1,000 cases | 1,000 cases     | Percent                          | Percent   | Ounces                     | Ounces    | Cents                 | Cents     | Cents           |
| Oct.      | 648                | 601         | 625             | 7.3                              | 6.8       | 72                         | 73        | 43.3                  | 43.4      | 33.3            |
| Nov.      | 570                | 598         | 579             | 6.4                              | 6.7       | 72                         | 72        | 43.2                  | 43.6      | 34.1            |
| Dec.      | 620                | 574         | 576             | 6.4                              | 6.6       | 78                         | 72        | 43.5                  | 43.3      | 34.3            |
| Oct.-Dec. | 1,838              | 1,773       | 1,780           |                                  |           |                            |           |                       |           |                 |
| Jan.      | 643                | 666         | 628             | 6.9                              | 7.5       | 78                         | 72        | 43.9                  | 43.2      | 34.4            |
| Feb.      | 643                | 661         | 643             | 6.9                              | 8.0       | 74                         | 68        | 44.1                  | 43.4      | 34.7            |
| Mar.      | 648                | 668         | 647             | 7.2                              | 7.8       | 73                         | 71        | 44.1                  | 43.7      | 34.6            |
| Oct.-Mar. | 3,772              | 3,768       | 3,698           |                                  |           |                            |           |                       |           |                 |
| Apr.      | 584                | 583         | 635             | 6.4                              | 7.0       | 74                         | 68        | 44.1                  | 43.9      | 34.6            |
| May       |                    | 582         | 617             |                                  | 6.2       |                            | 77        |                       | 43.9      | 34.7            |
| Jun.      |                    | 606         | 583             |                                  | 6.5       |                            | 77        |                       | 43.5      | 34.7            |
| Oct.-Jun. |                    | 5,539       | 5,533           |                                  |           |                            |           |                       |           |                 |
| Jul.      |                    | 574         | 563             |                                  | 6.2       |                            | 76        |                       | 43.8      | 34.9            |
| Aug.      |                    | 574         | 554             |                                  | 6.5       |                            | 74        |                       | 43.8      | 34.9            |
| Sep.      |                    | 577         | 603             |                                  | 6.5       |                            | 73        |                       | 44.0      | 35.0            |
| Season    |                    | 7,264       | 7,253           |                                  |           |                            |           |                       | 43.6      | 34.5            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# TOMATO JUICE

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 7

ECONOMIC RESEARCH SERVICE

Table 8.--TOMATO JUICE: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

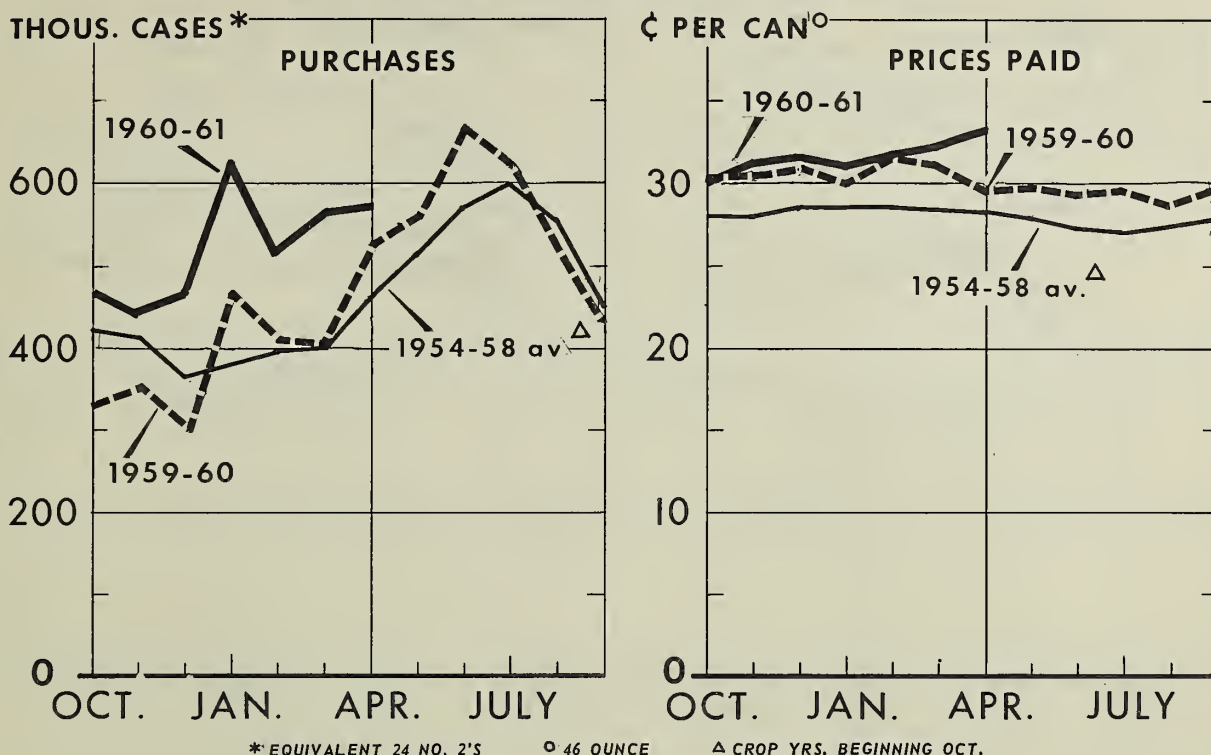
| Period 1/ | Total purchases 2/ |           |                 | Proportion of families buying 2/ |           | Purchase per buying family |           | Prices paid per 46-ounce can |           |                 |
|-----------|--------------------|-----------|-----------------|----------------------------------|-----------|----------------------------|-----------|------------------------------|-----------|-----------------|
|           | 1960-1961          | 1959-1960 | Average 1954-58 | 1960-1961                        | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                    | 1959-1960 | Average 1954-58 |
|           | cases              | cases     | cases           | Percent                          | Percent   | Ounces                     | Ounces    | Cents                        | Cents     | Cents           |
| Oct.      | 1,815              | 1,875     | 1,690           | 15.2                             | 16.1      | 98                         | 99        | 27.8                         | 26.0      | 26.9            |
| Nov.      | 1,829              | 1,931     | 1,781           | 15.9                             | 16.9      | 89                         | 97        | 27.9                         | 26.4      | 27.2            |
| Dec.      | 1,580              | 1,718     | 1,573           | 14.7                             | 16.3      | 90                         | 90        | 28.5                         | 27.2      | 27.8            |
| Oct.-Dec. | 5,224              | 5,524     | 5,044           |                                  |           |                            |           |                              |           |                 |
| Jan.      | 1,871              | 1,989     | 1,860           | 16.8                             | 18.5      | 88                         | 88        | 28.4                         | 27.5      | 27.7            |
| Feb.      | 1,958              | 1,969     | 1,795           | 16.7                             | 18.7      | 96                         | 89        | 28.7                         | 27.9      | 27.4            |
| Mar.      | 1,854              | 1,958     | 1,889           | 16.6                             | 18.0      | 94                         | 92        | 28.6                         | 27.3      | 27.4            |
| Oct.-Mar. | 10,907             | 11,440    | 10,588          |                                  |           |                            |           |                              |           |                 |
| Apr.      | 1,855              | 1,741     | 1,853           | 16.5                             | 16.5      | 91                         | 88        | 28.7                         | 27.6      | 27.2            |
| May       |                    | 1,712     | 1,757           |                                  | 15.8      |                            | 92        |                              | 27.4      | 27.1            |
| Jun.      |                    | 1,660     | 1,693           |                                  | 15.5      |                            | 92        |                              | 27.8      | 27.3            |
| Oct.-Jun. |                    | 16,553    | 15,891          |                                  |           |                            |           |                              |           |                 |
| Jul.      |                    | 1,344     | 1,589           |                                  | 12.9      |                            | 85        |                              | 28.4      | 27.7            |
| Aug.      |                    | 1,341     | 1,505           |                                  | 13.3      |                            | 82        |                              | 27.6      | 27.6            |
| Sep.      |                    | 1,477     | 1,555           |                                  | 14.0      |                            | 88        |                              | 27.1      | 27.4            |
| Season    |                    | 20,715    | 20,540          |                                  |           |                            |           |                              | 27.3      | 27.4            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# SINGLE-STRENGTH ORANGE DRINK

## Consumer Purchases and Prices Paid



U.S. DEPARTMENT OF AGRICULTURE

Figure 8

ECONOMIC RESEARCH SERVICE

Table 9.--SINGLE-STRENGTH ORANGE DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

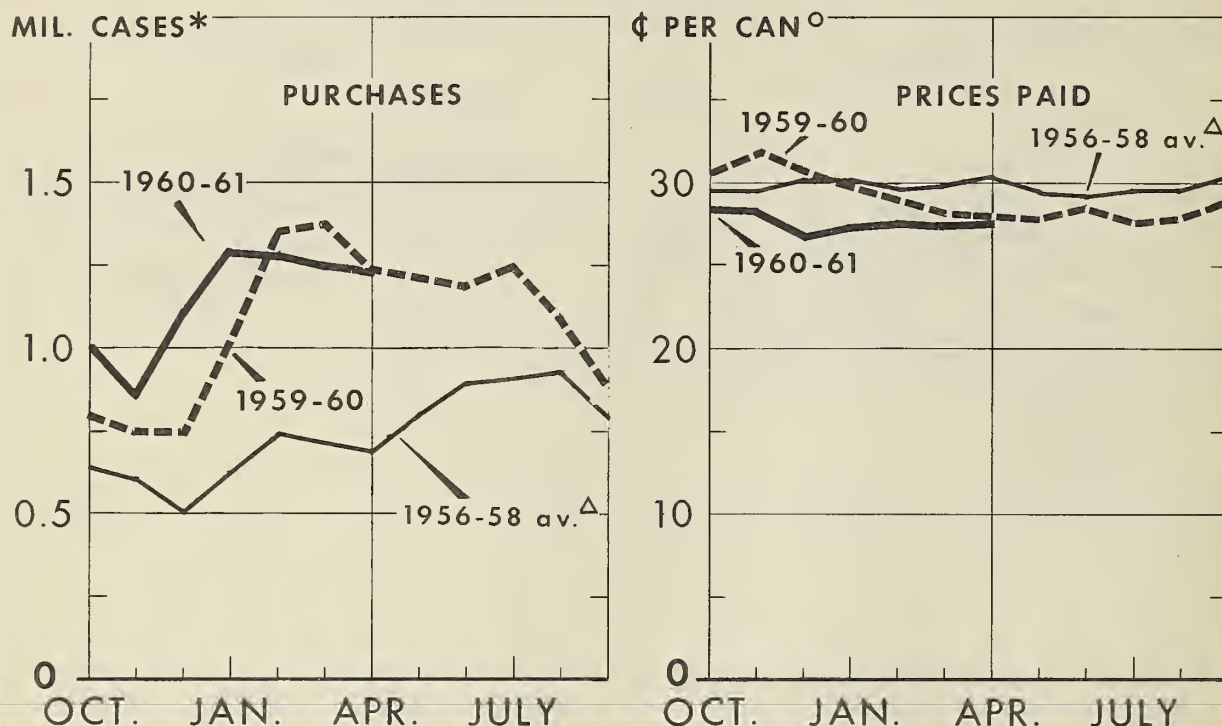
| Period 1/ | Total purchases |              |                   | Proportion of families buying |              | Purchase per buying family |              | Prices paid per 46-ounce can |              |                   |
|-----------|-----------------|--------------|-------------------|-------------------------------|--------------|----------------------------|--------------|------------------------------|--------------|-------------------|
|           | 1960- : 1961    | 1959- : 1960 | Average : 1954-58 | 1960- : 1961                  | 1959- : 1960 | 1960- : 1961               | 1959- : 1960 | 1960- : 1961                 | 1959- : 1960 | Average : 1954-58 |
|           | 1,000 cases     | 1,000 cases  | 1,000 cases       | Percent                       | Percent      | Ounces                     | Ounces       | Cents                        | Cents        | Cents             |
| Oct.      | 469             | 331          | 422               | 3.3                           | 2.3          | 117                        | 117          | 30.0                         | 30.2         | 28.0              |
| Nov.      | 444             | 350          | 413               | 3.1                           | 2.9          | 110                        | 104          | 31.3                         | 30.6         | 28.0              |
| Dec.      | 466             | 301          | 365               | 3.3                           | 2.4          | 113                        | 107          | 31.6                         | 30.9         | 28.6              |
| Oct.-Dec. | 1,379           | 982          | 1,200             |                               |              |                            |              |                              |              |                   |
| Jan.      | 628             | 466          | 384               | 4.5                           | 3.4          | 111                        | 109          | 31.0                         | 30.0         | 28.6              |
| Feb.      | 514             | 414          | 399               | 3.7                           | 3.6          | 111                        | 96           | 31.7                         | 31.5         | 28.7              |
| Mar.      | 561             | 404          | 403               | 4.0                           | 3.3          | 112                        | 106          | 32.2                         | 31.2         | 28.4              |
| Oct.-Mar. | 3,082           | 2,266        | 2,386             |                               |              |                            |              |                              |              |                   |
| Apr.      | 574             | 524          | 466               | 4.0                           | 3.7          | 117                        | 115          | 33.2                         | 29.8         | 28.2              |
| May       |                 | 563          | 516               |                               | 3.8          |                            | 124          |                              | 29.9         | 27.9              |
| Jun.      |                 | 663          | 573               |                               | 4.9          |                            | 114          |                              | 29.4         | 27.4              |
| Oct.-Jun. |                 | 4,016        | 3,941             |                               |              |                            |              |                              |              |                   |
| Jul.      |                 | 620          | 600               |                               | 4.2          |                            | 123          |                              | 29.7         | 27.2              |
| Aug.      |                 | 528          | 557               |                               | 3.9          |                            | 114          |                              | 28.8         | 27.4              |
| Sep.      |                 | 431          | 450               |                               | 3.3          |                            | 103          |                              | 29.7         | 27.9              |
| Season    |                 | 5,595        | 5,548             |                               |              |                            |              |                              | 30.0         | 28.0              |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# PINEAPPLE - GRAPEFRUIT DRINK

## Consumer Purchases and Prices Paid



\*EQUIVALENT 24 NO. 2'S

<sup>o</sup>46 OUNCE.

<sup>Δ</sup>CROP YEARS BEGINNING OCT.

U. S. DEPARTMENT OF AGRICULTURE

Figure 9

ECONOMIC RESEARCH SERVICE

Table 10.--PINEAPPLE-GRAPEFRUIT DRINK: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

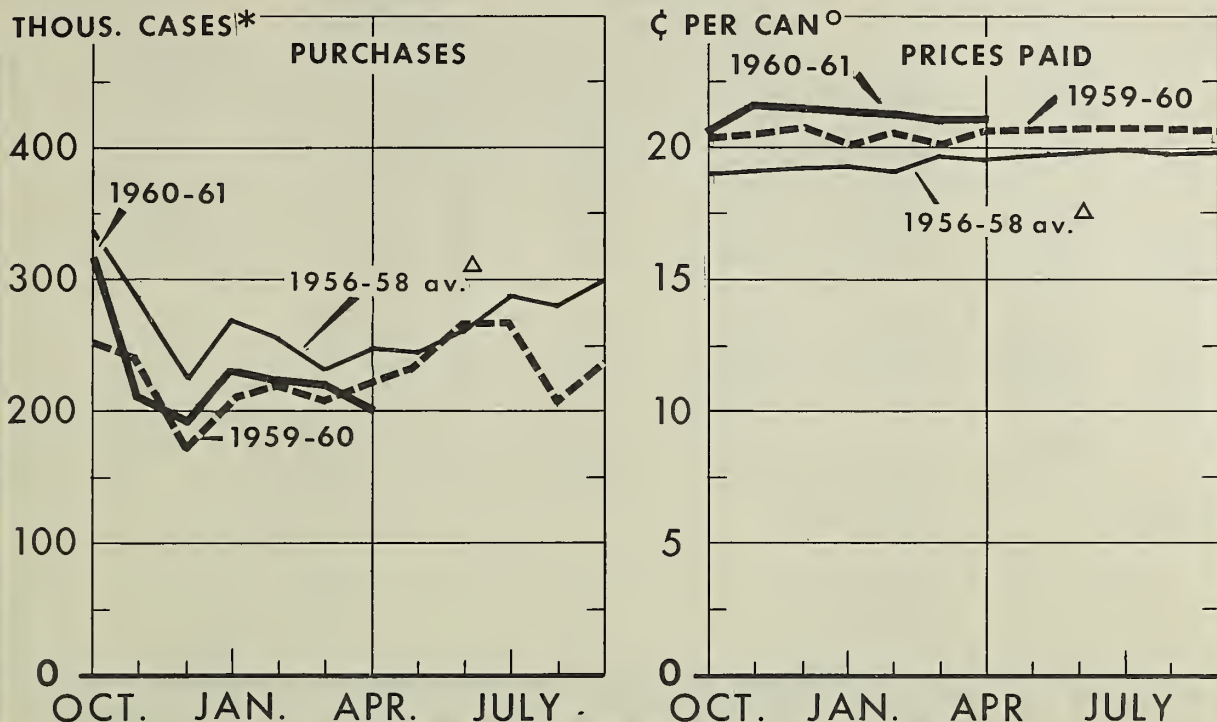
| Period 1/ | Total purchases 2/ |              |                   | Proportion of families buying 2/ |              | Purchase per buying family |              | Prices paid per 46-ounce can |              |                   |
|-----------|--------------------|--------------|-------------------|----------------------------------|--------------|----------------------------|--------------|------------------------------|--------------|-------------------|
|           | 1960- : 1961       | 1959- : 1960 | Average : 1956-58 | 1960- : 1961                     | 1959- : 1960 | 1960- : 1961               | 1959- : 1960 | 1960- : 1961                 | 1959- : 1960 | Average : 1956-58 |
|           | cases              | cases        | cases             | Percent                          | Percent      | Ounces                     | Ounces       | Cents                        | Cents        | Cents             |
| Oct.      | 1,012              | 801          | 643               | 7.2                              | 6.9          | 118                        | 97           | 28.5                         | 30.7         | 29.6              |
| Nov.      | 855                | 747          | 609               | 6.8                              | 6.5          | 105                        | 93           | 28.4                         | 31.9         | 29.6              |
| Dec.      | 1,115              | 749          | 506               | 7.6                              | 6.3          | 123                        | 100          | 26.8                         | 30.8         | 30.2              |
| Oct.-Dec. | 2,982              | 2,297        | 1,758             |                                  |              |                            |              |                              |              |                   |
| Jan.      | 1,302              | 1,018        | 628               | 8.9                              | 8.7          | 124                        | 97           | 27.4                         | 29.9         | 30.2              |
| Feb.      | 1,274              | 1,354        | 742               | 8.8                              | 9.6          | 117                        | 122          | 27.5                         | 29.1         | 29.6              |
| Mar.      | 1,254              | 1,388        | 717               | 8.3                              | 9.9          | 129                        | 118          | 27.7                         | 28.3         | 29.9              |
| Oct.-Mar. | 6,812              | 6,057        | 3,845             |                                  |              |                            |              |                              |              |                   |
| Apr.      | 1,226              | 1,235        | 688               | 8.5                              | 8.8          | 118                        | 115          | 27.7                         | 28.1         | 30.3              |
| May       |                    | 1,216        | 812               |                                  | 8.8          |                            | 115          |                              | 27.9         | 29.5              |
| Jun.      |                    | 1,181        | 901               |                                  | 8.9          |                            | 109          |                              | 28.8         | 29.2              |
| Oct.-Jun. |                    | 9,689        | 6,246             |                                  |              |                            |              |                              |              |                   |
| Jul.      |                    | 1,252        | 914               |                                  | 9.3          |                            | 108          |                              | 27.7         | 29.6              |
| Aug.      |                    | 1,097        | 939               |                                  | 8.5          |                            | 107          |                              | 28.0         | 29.6              |
| Sep.      |                    | 896          | 797               |                                  | 7.2          |                            | 100          |                              | 29.0         | 30.4              |
| Season    |                    | 12,934       | 8,896             |                                  |              |                            |              |                              | 29.0         | 29.8              |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 estimates revised upward 5 percent to provide comparability with new sample.

Equivalent cases 24 No. 2 cans...432 ounces per case.

# CANNED GRAPEFRUIT SECTIONS

## Consumer Purchases and Prices Paid



\*EQUIVALENT 24 NO. 2'S

<sup>o</sup>NO. 303

<sup>Δ</sup>CROP YEARS BEGINNING OCT.

U.S. DEPARTMENT OF AGRICULTURE

Figure 10

ECONOMIC RESEARCH SERVICE

Table 11.--CANNED GRAPEFRUIT SECTIONS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date, with comparisons

| Period 1/ | Total purchases |           |                 | Proportion of families buying |           | Purchase per buying family |           | Prices paid per No. 303 can |           |                 |
|-----------|-----------------|-----------|-----------------|-------------------------------|-----------|----------------------------|-----------|-----------------------------|-----------|-----------------|
|           | 1960-1961       | 1959-1960 | Average 1956-58 | 1960-1961                     | 1959-1960 | 1960-1961                  | 1959-1960 | 1960-1961                   | 1959-1960 | Average 1956-58 |
|           | cases           | cases     | cases           | Percent                       | Percent   | Ounces                     | Ounces    | Cents                       | Cents     | Cents           |
| Oct.      | 318             | 252       | 337             | 5.1                           | 4.5       | 57                         | 53        | 20.7                        | 20.5      | 19.0            |
| Nov.      | 212             | 238       | 286             | 3.7                           | 4.3       | 51                         | 49        | 21.7                        | 20.5      | 19.1            |
| Dec.      | 193             | 174       | 227             | 3.4                           | 3.6       | 51                         | 46        | 21.5                        | 20.8      | 19.3            |
| Oct.-Dec. | 723             | 664       | 850             |                               |           |                            |           |                             |           |                 |
| Jan.      | 234             | 210       | 270             | 3.9                           | 3.7       | 54                         | 52        | 21.4                        | 20.2      | 19.3            |
| Feb.      | 226             | 222       | 256             | 3.9                           | 3.9       | 52                         | 53        | 21.4                        | 20.6      | 19.1            |
| Mar.      | 221             | 209       | 233             | 3.9                           | 3.5       | 52                         | 57        | 21.1                        | 20.2      | 19.6            |
| Oct.-Mar. | 1,404           | 1,305     | 1,609           |                               |           |                            |           |                             |           |                 |
| Apr.      | 206             | 220       | 249             | 3.4                           | 3.9       | 55                         | 52        | 21.1                        | 20.5      | 19.5            |
| May       |                 | 237       | 248             |                               | 3.7       |                            | 61        |                             | 20.5      | 19.7            |
| Jun.      |                 | 269       | 264             |                               | 4.5       |                            | 54        |                             | 20.7      | 19.8            |
| Oct.-Jun. |                 | 2,031     | 2,370           |                               |           |                            |           |                             |           |                 |
| Jul.      |                 | 269       | 288             |                               | 4.3       |                            | 59        |                             | 20.7      | 20.0            |
| Aug.      |                 | 208       | 282             |                               | 3.5       |                            | 54        |                             | 20.8      | 19.8            |
| Sep.      |                 | 239       | 300             |                               | 4.0       |                            | 55        |                             | 20.6      | 19.9            |
| Season    |                 | 2,747     | 3,240           |                               |           |                            |           |                             | 20.6      | 19.5            |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods.

Equivalent cases 24 No. 2 cans...480 ounces per case.

Table 12.--MISCELLANEOUS CANNED SINGLE-STRENGTH JUICES: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

| Period 2/ | Total purchases 3/ |               | Proportion of families buying 3/ |               | Purchase per buying family |               | Prices paid per 46-ounce can |               |
|-----------|--------------------|---------------|----------------------------------|---------------|----------------------------|---------------|------------------------------|---------------|
|           | 1960-<br>1961      | 1959-<br>1960 | 1960-<br>1961                    | 1959-<br>1960 | 1960-<br>1961              | 1959-<br>1960 | 1960-<br>1961                | 1959-<br>1960 |
|           | cases              | cases         | Percent                          | Percent       | Ounces                     | Ounces        | Cents                        | Cents         |
| Oct.      | 1,458              | 1,379         | 18.0                             | 16.8          | 67                         | 70            | 36.5                         | 37.8          |
| Nov.      | 1,456              | 1,271         | 18.3                             | 16.9          | 66                         | 61            | 37.1                         | 37.4          |
| Dec.      | 1,510              | 1,291         | 18.2                             | 16.9          | 66                         | 63            | 37.1                         | 37.6          |
| Oct.-Dec. | 4,424              | 3,941         |                                  |               |                            |               |                              |               |
| Jan.      | 1,462              | 1,495         | 18.6                             | 18.5          | 64                         | 69            | 37.9                         | 37.1          |
| Feb.      | 1,497              | 1,558         | 17.7                             | 19.6          | 67                         | 65            | 37.9                         | 37.3          |
| Mar.      | 1,569              | 1,562         | 19.0                             | 18.7          | 66                         | 71            | 37.9                         | 37.1          |
| Oct.-Mar. | 8,952              | 8,556         |                                  |               |                            |               |                              |               |
| Apr.      | 1,669              | 1,513         | 19.1                             | 18.7          | 71                         | 68            | 36.6                         | 37.4          |
| May       |                    | 1,555         |                                  | 18.8          |                            | 67            |                              | 37.3          |
| Jun.      |                    | 1,578         |                                  | 19.5          |                            | 68            |                              | 36.2          |
| Oct.-Jun. |                    | 13,202        |                                  |               |                            |               |                              |               |
| Jul.      |                    | 1,463         |                                  | 19.0          |                            | 63            |                              | 36.5          |
| Aug.      |                    | 1,316         |                                  | 16.9          |                            | 65            |                              | 37.3          |
| Sep.      |                    | 1,396         |                                  | 17.4          |                            | 66            |                              | 37.3          |
| Season    |                    | 17,377        |                                  |               |                            |               |                              | 37.2          |

1/ All juices other than orange, grapefruit, pineapple, prune and tomato. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 7 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 13.--MISCELLANEOUS CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, purchase per buying family, and average prices paid, October 1959 to date 1/

| Period 2/ | Total purchases 3/ |               | Proportion of families buying 3/ |               | Purchase per buying family |               | Prices paid per 46-ounce can |               |
|-----------|--------------------|---------------|----------------------------------|---------------|----------------------------|---------------|------------------------------|---------------|
|           | 1960-<br>1961      | 1959-<br>1960 | 1960-<br>1961                    | 1959-<br>1960 | 1960-<br>1961              | 1959-<br>1960 | 1960-<br>1961                | 1959-<br>1960 |
|           | cases              | cases         | Percent                          | Percent       | Ounces                     | Ounces        | Cents                        | Cents         |
| Oct.      | 1,505              | 1,355         | 11.2                             | 11.3          | 113                        | 101           | 34.2                         | 36.0          |
| Nov.      | 1,307              | 1,293         | 10.1                             | 10.5          | 109                        | 102           | 34.5                         | 36.1          |
| Dec.      | 1,329              | 1,244         | 10.4                             | 9.4           | 104                        | 110           | 34.9                         | 35.3          |
| Oct.-Dec. | 4,141              | 3,892         |                                  |               |                            |               |                              |               |
| Jan.      | 1,394              | 1,373         | 10.8                             | 11.3          | 106                        | 100           | 34.3                         | 35.8          |
| Feb.      | 1,530              | 1,495         | 11.4                             | 11.9          | 109                        | 106           | 34.1                         | 35.5          |
| Mar.      | 1,554              | 1,462         | 11.3                             | 12.0          | 114                        | 104           | 34.4                         | 35.4          |
| Oct.-Mar. | 8,619              | 8,222         |                                  |               |                            |               |                              |               |
| Apr.      | 1,819              | 1,589         | 12.7                             | 12.0          | 117                        | 111           | 34.3                         | 35.0          |
| May       |                    | 1,894         |                                  | 14.2          |                            | 113           |                              | 34.0          |
| Jun.      |                    | 2,149         |                                  | 15.9          |                            | 111           |                              | 34.0          |
| Oct.-Jun. |                    | 13,854        |                                  |               |                            |               |                              |               |
| Jul.      |                    | 1,787         |                                  | 13.1          |                            | 110           |                              | 33.8          |
| Aug.      |                    | 1,672         |                                  | 12.4          |                            | 112           |                              | 34.1          |
| Sep.      |                    | 1,539         |                                  | 12.0          |                            | 102           |                              | 34.4          |
| Season    |                    | 18,852        |                                  |               |                            |               |                              | 34.8          |

1/ All drinks other than orange and pineapple-grapefruit. 2/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 3/ October 1959-December 1960 estimates revised upward 13 percent to provide comparability with new sample. Equivalent cases 24 No. 2 cans...432 ounces per case.

Table 14.--TOTAL SINGLE-STRENGTH CANNED JUICES AND CANNED FRUIT DRINKS: Consumer purchases, percentage of families buying, and purchase per buying family, October 1959 to date

| Period <u>1/</u> | Juices                    |         |                               |                            | Fruit drinks              |         |                               |                            |
|------------------|---------------------------|---------|-------------------------------|----------------------------|---------------------------|---------|-------------------------------|----------------------------|
|                  | Total purchases <u>2/</u> |         | Proportion of families buying | Purchase per buying family | Total purchases <u>2/</u> |         | Proportion of families buying | Purchase per buying family |
|                  | 1960-61                   | 1959-60 | 1960-1961                     | 1960-1961                  | 1960-61                   | 1959-60 | 1960-1961                     | 1960-1961                  |
|                  | cases                     | cases   | Percent                       | Ounces                     | cases                     | cases   | Percent                       | Ounces                     |
| Oct.             | 6,594                     | 6,229   | NA                            | NA                         | 2,986                     | 2,487   | NA                            | NA                         |
| Nov.             | 6,360                     | 5,999   | NA                            | NA                         | 2,606                     | 2,390   | NA                            | NA                         |
| Dec.             | 6,215                     | 5,786   | NA                            | NA                         | 2,910                     | 2,294   | NA                            | NA                         |
| Oct.-Dec.        | 19,169                    | 18,014  |                               |                            | 8,502                     | 7,171   |                               |                            |
| Jan.             | 6,452                     | 6,868   | 44.1                          | 118                        | 3,324                     | 2,857   | 20.0                          | 137                        |
| Feb.             | 6,566                     | 7,039   | 43.4                          | 125                        | 3,318                     | 3,263   | 20.1                          | 137                        |
| Mar.             | 6,616                     | 6,691   | 43.7                          | 123                        | 3,369                     | 3,254   | 19.6                          | 145                        |
| Oct.-Mar.        | 38,803                    | 38,612  |                               |                            | 18,513                    | 16,545  |                               |                            |
| Apr.             | 6,691                     | 6,198   | 44.0                          | 123                        | 3,619                     | 3,348   | 21.0                          | 140                        |
| May              |                           | 6,189   |                               |                            |                           | 3,673   |                               |                            |
| Jun.             |                           | 6,115   |                               |                            |                           | 3,993   |                               |                            |
| Oct.-Jun.        |                           | 57,114  |                               |                            |                           | 27,559  |                               |                            |
| Jul.             |                           | 5,714   |                               |                            |                           | 3,659   |                               |                            |
| Aug.             |                           | 5,630   |                               |                            |                           | 3,297   |                               |                            |
| Sep.             |                           | 5,816   |                               |                            |                           | 2,866   |                               |                            |
| Season           |                           | 74,274  |                               |                            |                           | 37,381  |                               |                            |

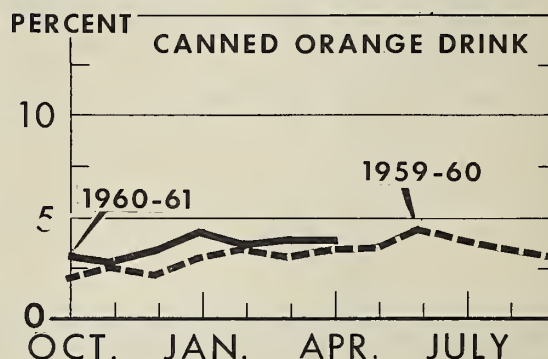
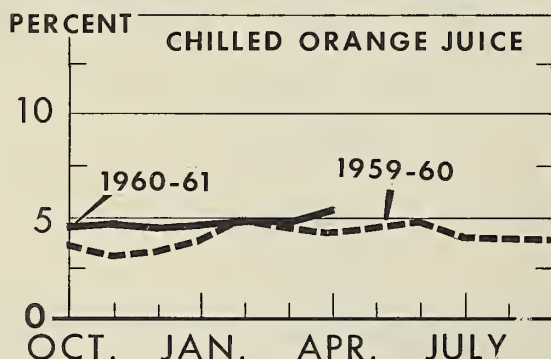
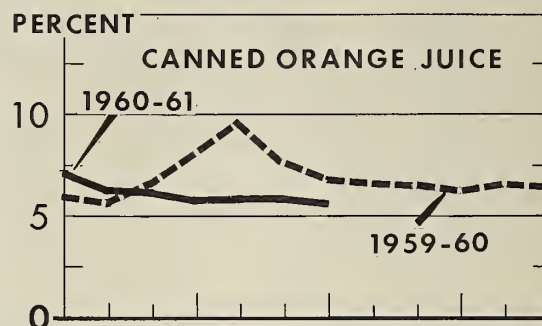
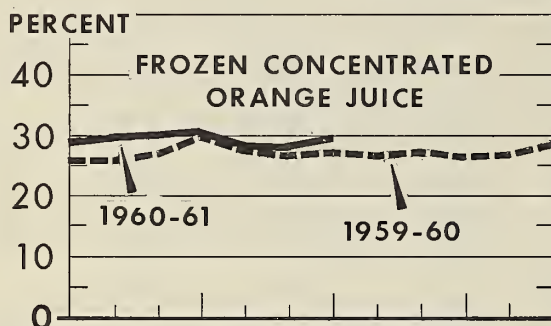
1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ October 1959-December 1960 data revised. Equivalent cases 24 No. 2 cans...432 ounces per case. NA - not available.

Table 15.--Consumer purchases of selected citrus products as equivalent boxes of fresh oranges and fresh grapefruit, October 1959 to date

| Period <u>1/</u> | Oranges            |           |                              |           |                         |           | Grapefruit                             |           |                 |           |
|------------------|--------------------|-----------|------------------------------|-----------|-------------------------|-----------|--|-----------|-----------------|-----------|
|                  | Frozen concentrate |           | Canned single-strength juice |           | Chilled juice <u>2/</u> |           | Canned single-strength juice <u>3/</u> |           | Canned sections |           |
|                  | 1960-1961          | 1959-1960 | 1960-1961                    | 1959-1960 | 1960-1961               | 1959-1960 | 1960-1961                              | 1959-1960 | 1960-1961       | 1959-1960 |
|                  | boxes              | boxes     | boxes                        | boxes     | boxes                   | boxes     | boxes                                  | boxes     | boxes           | boxes     |
| Oct.             | 3,774              | 2,996     | 474                          | 375       | 365                     | 274       | 480                                    | 570       | 221             | 182       |
| Nov.             | 3,668              | 3,045     | 417                          | 356       | 395                     | 280       | 432                                    | 463       | 148             | 172       |
| Dec.             | 3,731              | 3,376     | 390                          | 435       | 367                     | 273       | 449                                    | 420       | 139             | 126       |
| Oct.-Dec.        | 11,173             | 9,417     | 1,281                        | 1,166     | 1,127                   | 827       | 1,361                                  | 1,453     | 508             | 480       |
| Jan.             | 3,654              | 3,988     | 350                          | 592       | 358                     | 309       | 449                                    | 533       | 163             | 145       |
| Feb.             | 3,579              | 3,789     | 372                          | 618       | 391                     | 370       | 452                                    | 514       | 151             | 153       |
| Mar.             | 3,451              | 3,883     | 358                          | 559       | 399                     | 382       | 538                                    | 468       | 148             | 144       |
| Oct.-Mar.        | 21,857             | 21,077    | 2,361                        | 2,935     | 2,275                   | 1,888     | 2,800                                  | 2,968     | 970             | 922       |
| Apr.             | 3,694              | 3,619     | 350                          | 485       | 428                     | 363       | 632                                    | 442       | 143             | 153       |
| May              |                    | 3,503     |                              | 457       |                         | 394       |  | 458       |                 | 165       |
| Jun.             |                    | 3,516     |                              | 468       |                         | 393       |  | 385       |                 | 187       |
| Oct.-Jun.        |                    | 31,715    |                              | 4,345     |                         | 3,038     |  | 4,253     |                 | 1,427     |
| Jul.             |                    | 3,414     |                              | 428       |                         | 331       |  | 365       |                 | 187       |
| Aug.             |                    | 3,279     |                              | 414       |                         | 316       |  | 445       |                 | 145       |
| Sep.             |                    | 3,651     |                              | 418       |                         | 319       |  | 398       |                 | 166       |
| Season           |                    | 42,059    |                              | 5,605     |                         | 4,004     |  | 5,461     |                 | 1,925     |

1/ Monthly data are for 4-week (28-day) periods to facilitate comparisons; season-to-date purchases are for 12-week periods. 2/ Based on yield of canned single-strength orange juice. 3/ October 1959-December 1960 estimates revised.

## PERCENTAGE OF FAMILIES BUYING ORANGE PRODUCTS

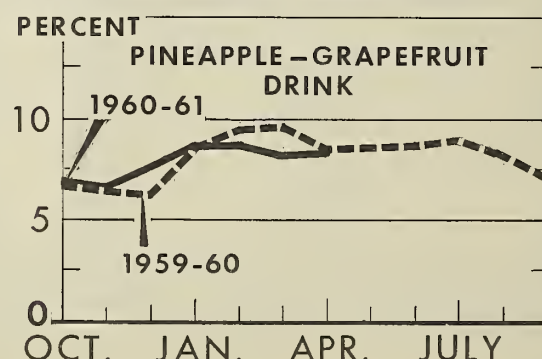
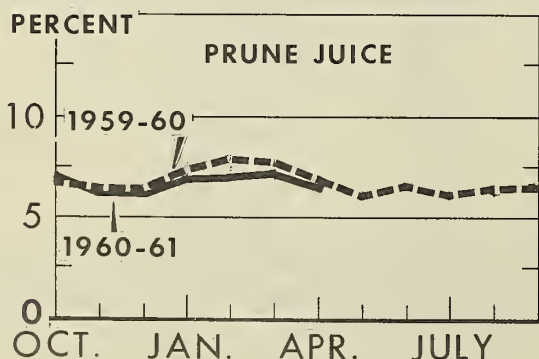
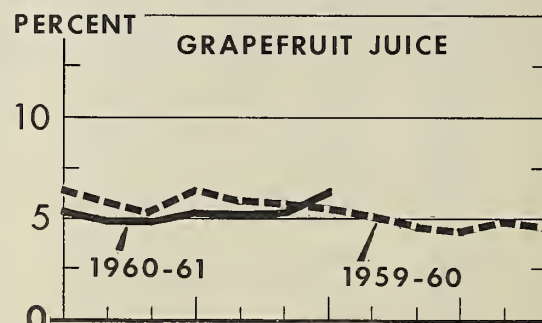
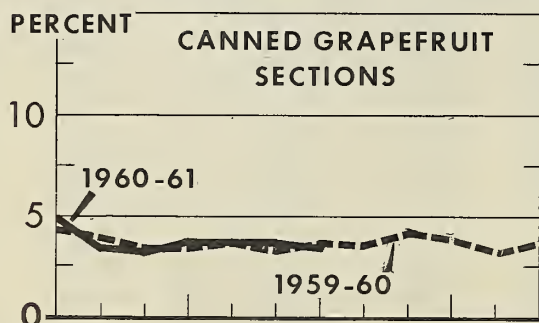


U. S. DEPARTMENT OF AGRICULTURE

Figure 11

ECONOMIC RESEARCH SERVICE

## PERCENTAGE OF FAMILIES BUYING GRAPEFRUIT AND OTHER PRODUCTS



U. S. DEPARTMENT OF AGRICULTURE

Figure 12

ECONOMIC RESEARCH SERVICE